



Dear Corporate Executive:

Pearl Elegance Foundation, Incorporated is the charitable foundation of Psi Epsilon Omega Chapter of Alpha Kappa Alpha Sorority, Incorporated®. Our purpose is to support the educational, charitable, cultural, and general welfare of the residents of the state of Maryland. The Foundation fosters a healthy interest in the civic affairs of the community, empowers citizens by promoting higher education, and provides scholarships, awards, or grants.

Alpha Kappa Alpha Sorority, Incorporated® is the first African American, Greek-letter women's organization, an organization of college educated women committed to serving the communities of Laurel, Bowie, and Greenbelt, Maryland. Since 2007, more than 3,000 persons including hundreds of underprivileged children and underserved families have benefited from our programs of service. Through innovative collaborations with other community organizations, we have provided college scholarships; free health care screenings for underserved communities; college preparatory and etiquette workshops for youth; leadership training; food, school supplies and backpacks for needy children in local elementary schools; and personal care items, clothing and blankets to wounded veterans, families and individuals in need.

On October 11, 2020, we are hosting our annual Bowling Bash fundraiser at the AMF Capital Plaza Lanes in Hyattsville, Maryland. This year's theme is "Rep Yo' Yard" in support of students attending Historically Black Colleges and Universities (HBCU's). We are seeking to raise \$25,000 which will enable us to provide more scholarships to deserving and underprivileged students. We are asking that you please consider becoming a Corporate Sponsor for this year's event.

There are several ways that you can support this worthy cause:

- Make a financial donation of your choosing directly to the Pearl Elegance Foundation, Incorporated (PEF) which is a 501(c)3 organization allowing your donation to receive the proper tax advantage.
- Purchase our "Yard Party" Package for \$500.00, (includes a Private Reserved Lane, 8 tickets, 2 large pizzas, and a pitcher of beer or soda).
- Purchase 1 of 5 Corporate Sponsorship Packages:
  - **Donor:** \$25.00: Donation in lieu of attendance.
  - **Individual:** \$85.00: One ticket to the event and your company name on the PEF corporate sponsorship webpage.
  - **Silver:** \$155.00: 3 tickets to event & your company name on PEF corporate sponsorship webpage.
  - **Gold:** \$230.00: 4 tickets to event, 2 "Rep Yo' Yard" T-Shirts, and your company on PEF corporate sponsorship webpage.
  - **Platinum:** \$500.00: 4 Tickets, 4 "Rep Yo' Yard" T-Shirts, Name on T-Shirt, your company name & Logo on PEF corporate sponsorship webpage.
  - **Diamond:** \$750.00: 6 Tickets, 6 "Rep Yo' Yard" T-Shirts, Name on T-Shirt, your company name & Logo on PEF corporate sponsorship webpage, Commercial, and Private Reserved Lane.
  - **Presidential:** \$1000.00: 10 Tickets, 5 "Rep Yo' Yard" T-Shirts, Name on T-Shirt, Name & Logo on PEF corporate sponsorship website, Commercial, Private Reserved Lane, 2 large pizzas, and 2 pitchers of beer or soda.

We appreciate your consideration and support of our efforts to make a difference in the lives of our future leaders. For more information, please contact our Event Chairman, Ms. Renay Butler at 301.980.0079 or [sponsorship@PEFInc.org](mailto:sponsorship@PEFInc.org).

Sincerely,

*Benita A. Swindell*

Benita A. Swindell, President  
Pearl Elegance Foundation, Incorporated